



**PROPOSER INFORMATION PAMPHLET (PIP)**

**FOR THE**

**Socio-Cultural Content in Language (SCIL) Program**

**Broad Agency Announcement (BAA)**

**BAA 08-SCIL**

**Intelligence Advanced Research Projects Activity (IARPA)**



## **BROAD AGENCY ANNOUNCEMENT (BAA)**

### **BAA 08-SCIL**

### **PROPOSER INFORMATION PAMPHLET (PIP)**

#### **GENERAL**

The information provided in this pamphlet, in addition to that provided in the Federal Business Opportunities (FedBizOps) Announcement, BAA 08-SCIL, constitutes a Broad Agency Announcement (BAA) as contemplated in FAR 6.102 (d) (2) (i).

All administrative correspondence and questions concerning this BAA must be directed, in writing, to the administrative addresses, as follows:

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The Department of the Interior, National Business Center, Acquisition Services Directorate, Sierra Vista Branch, Fort Huachuca intends to use electronic mail for most technical and administrative correspondence regarding this BAA. Technical and contractual questions should include the originator's full name and return e-mail address in the text. Questions and answers will be posted to the solicitation home page, URL [http://www.nbc.gov/acquisition/fort\\_h/solicit.html](http://www.nbc.gov/acquisition/fort_h/solicit.html)

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If e-mail is not available, please direct questions to one of the above addresses. These requests must include the name, address, phone number, and email address of a point of contact at the asking organization.



## **PROGRAM DESCRIPTION**

### **1. INTRODUCTION**

IARPA (the Intelligence Advanced Research Projects Activity) is seeking proposals for the initial phase of a new program dedicated to automating deep language understanding through the discovery of human-language indicators of social meaning.

IARPA is the advanced research organization established by the Office of the Director of National Intelligence (ODNI) in October 2007. IARPA's principal mission is to impact fundamentally and positively the quality of the future operational processes of the Intelligence Community.

### **2. SOCIO-CULTURAL CONTENT IN LANGUAGE (SCIL) PROGRAM DESCRIPTION**

The Socio-Cultural Content in Language (SCIL) Program intends to explore and develop innovative designs, algorithms, methods, techniques and technologies to extend language understanding into the socio-cultural arena. The program will, in the end, develop automated resources that provide users with a broadened understanding of the contextual and social value of the information with which they work. Advancing contextual understanding has become a priority throughout the Government. The Science and Technology Office of the Office of the Director of National Intelligence has recognized “globalization” and the leveling of the world and of communication as a primary focus of interest in order to improve understanding on the world stage. The Defense Science Board (DSB) has also identified the understanding of social and cultural contexts and norms as a priority for improving the quality of intelligence and providing relevant information to decision-makers.

Human language use reflects social and cultural norms, contexts and expectations. Social variables (such as religion, status, gender, education) and contextual features (such as formality, participant beliefs, social situation) can influence the form and features of language. Because language use responds to such social and cultural influences, then correlating social goals with language forms and content should provide a rich and expanded understanding of the attributes, roles and nature of the associations and intentions of the users of the language.



Current human language technologies show little ability to “understand” or capture the social dimensions of language. Today, information analysts gather facts, generally without the context in which these facts occur. Yet, human language does more than serve as a means of transferring factual information. Referential meaning (i.e., conveying information about the real world) is only one aspect of language use. Language can also convey feelings and other unstated meaning; elicit behaviors from others; and build and maintain relationships. For the IC to be successful at characterizing a state-of-affairs for a decision-marker, the analyst must move beyond isolated pieces of information into an integrated picture of facts in their context of occurrence, including the cultural setting. Understanding the global community of today requires access to the varying worldviews of the players on the world stage. Many dimensions of these worldviews are reflected in language.

## **2.1 SCIL Program Goals**

Strides have been made in addressing the handling and processing of human language data, in areas such as information retrieval and extraction, machine translation, categorization, and speech and hard-copy processing. Although challenges remain in these areas, researchers in human language technology are positioned to extend their capabilities to a new arena. That new arena is the discovery and representation of social and cultural insights from human language use.

The goal of the SCIL Program is to develop a methodology for identifying language indicators (i.e., their form, meaning and strength) of the social characteristics and objectives of members of a social group. The relationship between language indicators and social objectives will be culture- and language-specific but the aim is to generalize across languages and cultures. People tend to want to accomplish similar social goals; it is how they do this that differs.

The social sciences have developed theories of behavior that are relevant to this effort. These theories and systems can serve as the framework for understanding social principles as well as for generalizing across cultures. (As an example, Brown and Levinson in the 1980's proposed a theory of politeness that abstracted away from language forms and culture-specific strategies and provided a generalized view of politeness that (presumably) can apply across languages or cultures.) The goal of the Program, then, is to develop a methodology for addressing similar social goals in different languages and cultures. Although using one language as a baseline is permitted, proposers should keep in mind that the goal is to be able to apply insights on linguistic indicators of a social function to a new language and culture.



The SCIL Program is envisioned as a five-year effort that will be initiated at the beginning of the second half of FY2008. Phase 1 of the Program will consist of a base period of 14-months with two possible option years. The final deliverable for the base period will be made at the 12-months mark. Work may continue in the following two months but, based on the work accomplished in the first 12 months, the Government will determine whether to exercise the first option year. Year 1 of the Program will focus on development of a proof-of-concept that automates techniques and resources that link linguistic features with social goals and extended meaning. Based on the results of the prior period, option years may be exercised to expand the work. Proposals for an additional phase 2 of 2 years will be solicited under this BAA at the end of the third year.

## **2.2 Research Goals and Features**

The primary focus of the Program is on human language. The aim is to associate linguistic cues and features with particular social goals and constructs of a social group (e.g., leadership, coercion, politeness). Because much social research on social norms and rules exists, it is not the intent of the program to develop new social theories. The research is focused on the automation of the association of linguistic features with social generalizations.

Traditional approaches to social network analysis are not of interest, but social groups and the behaviors of their members, as conducted through or supported by language, are.

Enhancement to information extraction technologies is also not of value to the Program, although such techniques can be used if it is demonstrated that the correlation between social goals and linguistic cues can be met.



### **2.2.1 Unit of Analysis: Social Groups**

The unit of analysis for this Program will be social groups. It is not necessary that the groups be named groups (e.g., Al Qaeda, FARC, Hamas, Muslim Brotherhood). The groups can be of any size (i.e., two to  $n$  participants) but the members must interact in some way (i.e., there must be at least a source and an audience). The group can be an established one (named or unnamed), an emergent one or one that is dissolving. The goal is to identify and represent indicators of social functions and relationships as they are manifested in the language used.

### **2.2.2 Medium of Analysis: Human Language**

Language is a mirror of socio-cultural norms. As such, we should be able to explore how social functions (e.g., leadership, politeness, gender bias) are realized in human language.

In the first year, English may be used to develop a baseline but the goal of the Program is to develop a methodology for characterizing social phenomena across languages, generalizing their function and correlating them with linguistic markers. Preference will be given to those proposers that extend their work, or show how they would go about extending their work, to other cultures and languages, drawing contrasts and similarities across languages.

### **2.2.3 Multidisciplinary**

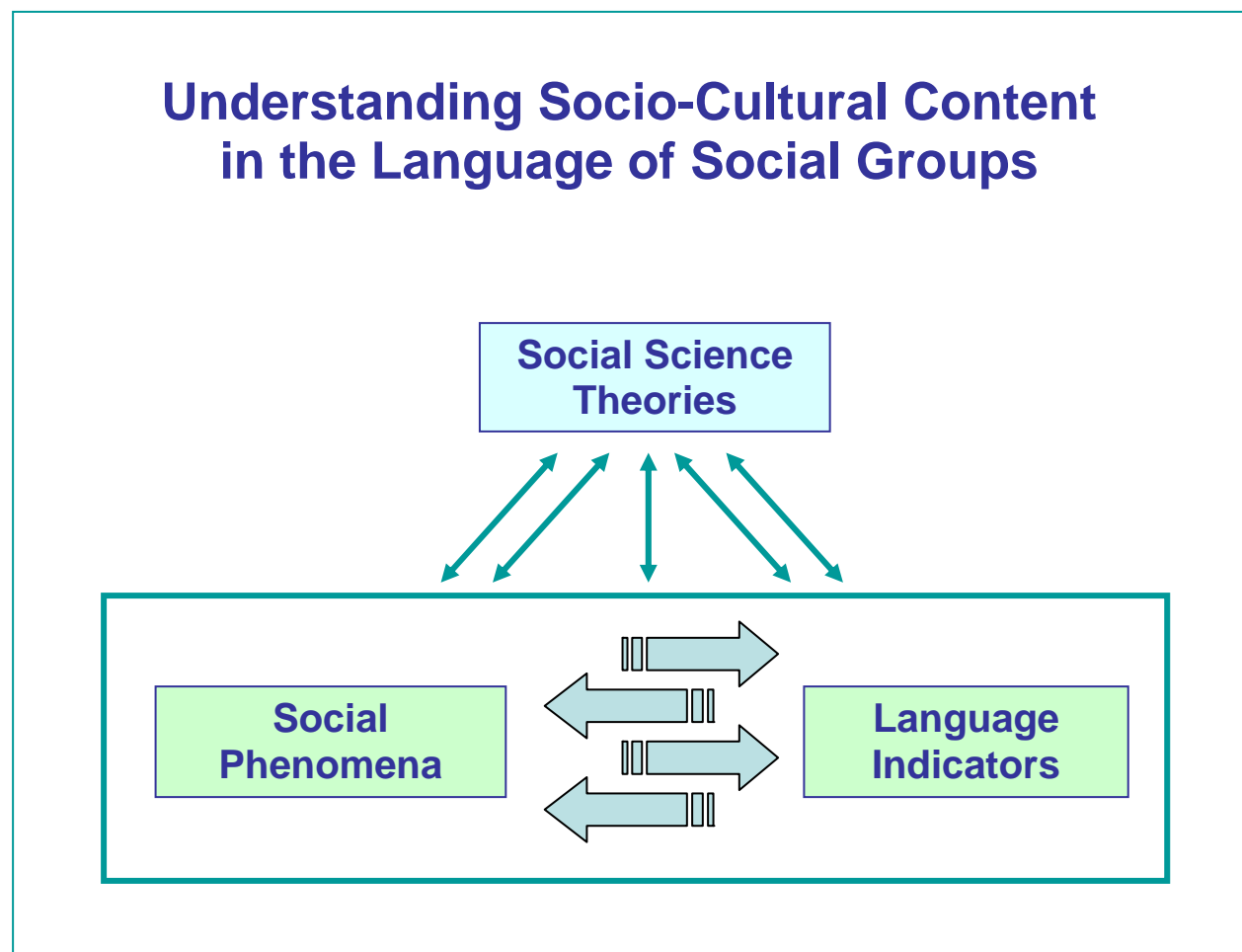
Human beings tend to require fulfillment of similar social goals. The strategies used to accomplish these goals and the influences on how they are accomplished, however, can differ dramatically across cultures and social groups. The social sciences (e.g., sociolinguistics, social and linguistic anthropology, sociology, cognitive psychology, among many) have examined many of these strategies and generalized to underlying principles – where possible, developing theories of social and cultural structures and functions.

It is not the intent of this Program to duplicate or recreate this research and these theories. The expectation is that proposers will reference relevant theories, contributing linguistic evidence in support of the theories or recommending revision or enhancement of the theories based on linguistic evidence, as appropriate. Preference will be given to those proposers that make clear what social theories they intend to use and to those teams that include experts in the relevant social sciences.



#### 2.2.4 Topics

There are three dimensions to this effort: the social features and activities of the group and its members; the linguistic features that serve as evidence of social goals; and the social science theories that help to define the social features. It is the correlation of these three dimensions that is important to the Program, showing how language serves as evidence of social functions.



The following are examples of the three domains. These are suggestive, not comprehensive. The proposer may select from these lists or propose other topics of interest. (See also Appendix 1 for examples from data that show how language signals specific social phenomena.)



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#### **2.2.4.1 Social Constructs and Activities of the Group and its Members**

- Setting/context: place, time, date, source, medium, event type, language (translation)
- Participants: speaker/author, audience. gender, socio-economic status, ethnicity, tribal or group influences, occupation, age, education, race
- Characteristics: beliefs and attitudes, intention or purpose, degree of (in)formality, degree of group cohesion, basis of identity, rules of behavior, power and power struggles, sentiment, rituals
- Roles: leader(s), influencer, implementer, enforcer, peacemaker, power struggles; stages of membership (e.g., novice to integrated); status and structural changes over time
- Goals: power, solidarity, group supremacy, religious supremacy, actions, manipulation strategies (e.g., persuasion, coercion, threats, intimidation, oppression, abuse, exhortation), recruitment

#### **2.2.4.2 Linguistic Features and their Form, Meaning and Strength**

- Terms of address, honorifics, relationship markers, greetings and their social values (i.e., what meaning is conveyed by the use of a term?)
- Syntactic and other linguistic constructions
- Use of in-group markers and vocabulary
- Taboo topics and situational appropriacy (e.g., asking your boss vs being asked by a mortgage broker, "What is your salary?")
- Non-standard language; code-switching
- Sacred language
- Conversational patterns (e.g., turn-taking; conversational cues and markers)
- Discourse structures
- Stylistics and rhetorical devices
  - Register
    - Levels of formality (e.g., situationally determined; newswire, text message, letter to your mother)
    - Emphasis (e.g., repetition)
    - Metaphor (e.g., conceptual metaphors)
- Politeness markers
- Implicatures, conversational principles, speech acts, inferred meaning
- Phonological markers (e.g., intonation, pause, rhythm)



#### **2.2.4.3 Social and Cultural Themes and Institutions**

- Family (e.g., if you know the role of the family in a society or culture, is there predictable language use that reveals that role? As a result of knowing that two group members are brothers, do expectations about their behavior change?)
- Religion (e.g., Is the use of religious terms contentful or formulaic? What role does sacred language play: exclusionary, inclusive, validating, mysterious?)
- Education
- Role of the individual in society (e.g., is it important for group members to show standard, in-group behaviors?)
- Loyalties (e.g., family, Government, land, religion)
- Leadership
- “Groupness” (i.e., what does it mean to be a member of a group?)
- Coercion
- Validation
- Recruitment

### **2.3 Data**

Because of the expected diversity in the problems that will be addressed, the Program will not supply data to the participants. Data collection will be the responsibility of the proposer.

The proposer must make clear what data will be used, what the features of the data are (i.e., language, source, participants, size, etc.), how the data are relevant to the topic of interest and how the data sets are sufficiently large and rich to enable the identification of correlations between the specific social problem being addressed and the language of the data.

The amount of data should support the research question and the development of a convincing proof of concept. There is particular interest in the proposed use of blogs, emails, conversations, text messaging and chat. It is not expected that newswire will provide a rich source of information because it generally reports on interactions versus documenting them. Data from languages other than English and cross-cultural data are of special interest and will be considered positively.

If, during the life of the Program, the Government is able to acquire relevant data, it may be made available to the participants. The Government does not guarantee,



however, that the data provided will be relevant to the goals and objectives of every project within the SCIL Program.

## **2.4 Approach**

Any number of approaches to the research can be proposed. Examples of strategies include:

- Evidence for one dimension of a single group (e.g., leadership or membership)
- Evidence for one dimension of multiple groups (e.g., role of religion or family)
- Evidence for one dimension of groups from more than one culture
- Evidence for diachronic shifts in group roles, intentions

How the relationships of language and social dimensions will be identified and represented is the responsibility of each group to propose.

## **2.5 Results**

The goal of the Program is to provide analysts with language indicators of social phenomena, and the strength of those indicators, in one or a large group of documents or interactions. It is envisioned that the individual efforts in the Program will result, in the end, in an integrated resource that provides insights into multiple social and cultural dimensions of a dataset. It is the responsibility of the proposer to specify how the insights gathered will be represented and automated.

Not all features will occur in all data. The cumulative set of features, anchored in social theories and cultural settings, however, will provide analysts with an appreciation of the contrasts across cultures and an improved ability to draw appropriate inferences. Such features can also help to triage large volumes of data so that analysts can identify relevant information.

## **3. Program Participation**

### **3.1 Eligibility**

SCIL is open to all research and development organizations, including

- Academic and eligible non-profit and not-for-profit institutions;
- Large and small businesses;
- Collaborative ventures from mixed sources; and
- Federally Funded Research and Development Centers (FFRDCs) and Laboratories



All international organizations will be required to team in a subcontract role with a U.S.-based organization.

### **3.2 Individual Awards**

Proposers are invited to submit proposals for a base period of 14-months with two possible option years, indicating how the anticipated work of the base year would be extended and enhanced in the option year(s). The Government anticipates funding approximately 6-10 proposals for the first year at varying levels of effort. The base period is expected to fall within the \$300,000 to \$500,000 range. This funding range is an approximation. Cost proposals should reflect the realistic cost of the proposed work. Option years will be in the same funding range.

## **4. Technical Considerations**

### **4.1 Evaluations**

Evaluation of systems resulting from the SCIL research efforts permits the Program to determine how well the emerging technologies are advancing toward and meeting the project and Program goals. It is expected that each project will perform unit tests and accuracy and effectiveness tests at the mid-point of the first year and the end of the first 12 months. These metrics will be reported to the SCIL Program Office. Testing and evaluation of the application and algorithms on new data will be expected by the end of the first year.

For proposed option years, participants will be required to identify and describe qualitative and quantitative metrics-based evaluation criteria and processes that the offeror proposes to use to baseline its techniques and to measure its progress over time. The description will include provisions for ensuring a realistic evaluation process, one that establishes a fixed state of the system and tests the functions specified.

### **4.2 Technology Integration**

An important goal of the program is to bring together various strategies for linking language and social concepts into a single automated environment. Proposers should make clear their ability and willingness to collaborate with other members of the Program. As time goes on, specific teams may be asked to coordinate and synchronize their efforts to produce even more robust results.



## **5. Administrative Responsibilities**

Program participants are expected to assume responsibility for administration of their projects and comply with contractual and Program requirements for reporting, attendance at Program workshops and availability for site visits.

### **5.1 Workshops**

The SCIL Program intends to hold a Program-level Kick-Off meeting during the first month of the Program and then hold Program-level Workshops every six months. These 2-3 day Workshops will focus on technical aspects of the Program and on facilitating open technical exchanges, interaction and sharing among the various Program participants. Program participants will be expected to present the technical status and progress of their projects as well as to demonstrate their technical capabilities to other participants and invited guests at these events.

### **5.2 Project Accountability**

#### **5.2.1 Reporting**

Fiscal and management responsibility are important to the Program and for each project. All projects will provide the Contracting Office, Contracting Officer Representatives and the SCIL Program Office with bi-monthly technical reports and bi-monthly financial reports. [*Bi-monthly* here means every two months.] Technical reports will describe technical highlights and accomplishments, priorities and plans, issues and concerns; will provide evaluation results; and will detail future plans. Financial reports will present an on-going financial profile of the project, including total project funding, funds invoiced, funds received, funds expended during the preceding month and planned expenditures over the remaining period.



### **5.2.2 Site Visits**

Site visits by Contracting Officer Representatives and the SCIL Program management staff will take place during the life of the Program. Reports on technical progress, details of successes and issues, contributions to the Program goals and software demonstrations will be expected at such visits. It is anticipated that at least one site visit to each project will occur during each period between Program-level Workshops.

### **5.3 Final Deliverables**

The first year of the SCIL Program is dedicated to exploring various dimensions of the automation of the socio-cultural dimensions of language. Each project must produce, at a minimum, an automated proof-of-concept and operational demo for solving the problem that each has addressed by the 12<sup>th</sup> month of the base year. In some cases, especially where past work has played a role in exploring the topic, a more robust system will be expected. In all cases, the strategic approach, any semantic representations, algorithmic solutions, etc., will be specified precisely and completely.

All Program participants will prepare a final report of their work and deliver this report to the Contracting Agent, Contracting Officer Representatives and the SCIL Program Management Office. The report will include

- Problem definition
- Data sources and their relevance to the problem
- Social/cultural issue(s) being addressed
- Linguistic features identified
- Findings and approach
- System design and solution
- Possible generalization(s)
- Possible path ahead

Deliverables for the proposed option period of the Program must be clearly defined and specified. Delivery of all algorithms, resources, representations, etc., will be expected, in addition to a comprehensive final report.



## PROPOSAL PREPARATION INSTRUCTIONS

### 6 INTRODUCTION

This announcement is an expression of interest only and does not commit the Government to pay for proposal preparation costs. The cost of preparing proposals in response to this BAA is not considered an allowable direct charge to any resulting contract or to any other contract. However, it may be an allowable expense to normal bid and proposal indirect costs as specified in FAR 31.205-18. If a subcontract with a Federally Funded Research and Development Center (FFRDC) is proposed, offerors are reminded of the limitations on their participation (see FAR 35.017) and must provide documentation in the proposal that work is not otherwise available from the private sector.

Discussions with any of the points of contact or others associated with the Program shall not constitute a commitment by the Government to fund or award any proposed effort. Only Contracting Officers are legally authorized to commit the Government.

Offerors may submit proposals for a base period of 14-months plus two possible 12-month option years. ***The final deliverable for the base period will be made at the 12-month mark.*** Work may continue in the following two months but, based on the work accomplished in the first 12 months, the Government will determine whether to exercise the first option year.

This Broad Agency Announcement will remain open for 3 consecutive from the date of the official announcement. The initial proposal submission will be 48 calendar days from the BAA announcement (March 22, 2008 NLT 3:00 p.m. (MST)). Any subsequent proposals can be submitted at any time during the three-year open period of the BAA. Evaluation criteria will remain the same. Awards will only be made to those proposals deemed worthy and if funds are available.

Tasks in all proposals should be clearly differentiated and optional periods as well as tasks should be labeled plainly.





## 7 GENERAL GUIDELINES

Offerors submitting proposals are expected to adhere completely to the following guidelines.

### 7.1 Volumes

Proposals shall consist of three volumes:

- Volume 1: Technical and Management Details
- Volume 2: Additional Reference Information
- Volume 3: Cost Information

### 7.2 Format

**7.2.1 Page Format:** The page format shall be 12 point or larger type, single-spaced, one-inch margins, single sided, 8.5 by 11-inch pages. Unnecessarily elaborate brochures or presentations beyond that sufficient to present a complete and effective proposal are not desired. Offerors shall submit an original, hard-copy version plus one (1) paper copy of all three volumes of each proposal and an electronic copy in Microsoft Word for Windows (Microsoft Excel for any spreadsheet submissions) format on a CD-ROM or DVD by the closing date. Proposals exceeding the maximum total length will **NOT** be considered.

**7.2.2 Electronic Proposal Format:** Electronic proposals shall be made using Microsoft Word and Excel for Windows applications (compatible with Windows 95 through 98 or Windows XP). Diskettes or CDs shall be clearly labeled, referencing BAA 08-SCIL, marked with the offeror's organization and proposal title (short title recommended). Hard copy and electronic media must be submitted together. If using Microsoft Word, embed any Microsoft PowerPoint graphics used. Microsoft Word documents, with graphics as separate files, are **NOT** acceptable. Volumes 1, 2 and 3 must each be contained within a single electronic file, i.e., a single file containing all of Volume 1, a second single file containing all of Volume 2 and a third single file containing all of Volume 3. All electronic media must be verified virus-free by using up-to-date, reputable virus detection utility, such as Norton or McAfee anti-virus software, and so noted on the diskette or disk label.

**7.2.3 Number of Copies:** Two (2) paper copies of each proposal shall be submitted (one must contain original signatures; the other may have copied signatures) and a single electronic copy containing Volumes 1, 2 and 3.



**7.2.4 Proprietary Data:** Information or data contained in a full proposal deemed proprietary by the offeror should be clearly marked. The offeror must mark the proposal with a protective legend in accordance with FAR Part 15.6, Use and Disclosure of Data, (modified to permit release to outside evaluators retained by either IARPA or the Department of the Interior/National Business Center, if protection is desired for proprietary or confidential information.)

### **7.3 Volume 1: Technical and Management Details**

#### **7.3.1 Cover Sheet**

The Cover Sheet provided in Attachment 1 of this document shall be completed by the offeror and submitted with the proposal. Include the cover sheet at the beginning of the file containing Volume 1. All information requested must be provided. The CAGE, DUNS/CEC and TIN codes provided shall be those of the offeror and not of the principal place of performance, if the two are different.

#### **7.3.2 Length**

Volume 1 shall be no longer than 30 pages in length. This page limitation includes all information (i.e., figures, tables, graphics, charts, indices, photographs, foldouts, appendices, key personnel, etc.) but does not include the Cover Page, provided that it contains no substantive text. Foldouts will be counted as a single page and must be no larger than 11 x 17 inches. Offerors are encouraged to submit concise, but descriptive, technical proposals.

#### **7.3.3 Content**

The content of Volume 1 shall consist of two parts:

- Part 1: Summary of Proposal
- Part 2: Detailed Proposal Information

##### **7.3.3.1 Part 1: Summary of Proposal**

The Summary of Proposal section shall provide an overview of the proposed work as well as introduce associated technical and management issues. This section shall contain a technical description of and technical approach to the research as well as a succinct portrayal of the uniqueness and benefits of the proposed work. It shall make the technical objectives clear and quantifiable and shall provide a project schedule with definite decision points and endpoints. It should **not** be a copy of the material provided in Part 2. Offerors must address:



- A. A brief overview of the innovative claims for the proposed research and how these address the Program goals. Include in this part all proprietary claims to results, prototypes, intellectual property, or systems supporting and/or necessary for the use of the research, results, and/or prototype. If there are no proprietary claims, this should be stated.
- B. Brief summary of the technical rationale, technical approach and constructive plans for accomplishing the technical goals.
- C. Schedule and milestones for the proposed research, including overall estimates of cost for each task. A one-page graphic illustration that depicts major milestones of the proposed effort arrayed against the proposed time and cost estimates must be included. [Note: The major milestone for the base period will be at the 12-month point, even though proposers are asked to consider the base period a 14-month effort.]
- D. A summary of the deliverables associated with the proposed research. For the base period, the deliverable must be, at a minimum, a proof-of-concept and operational demo.
- E. A clearly defined organizational chart of all anticipated program participants with brief biographical sketches of key personnel and significant contributors, their roles (including role of Principal Investigator) and their level of effort in each year (calendar year or academic/summer year) of the program. If any participant is scheduled for less than 20% of their time, the proposer will provide a clear justification as to how benefit can be gained from that person's participation at the specified level of effort. A chart, such as the following, is suggested.

Participants	Org	Role	Time Commitment
John Doe	ABC University	PI/Key Personnel	25%
Peter Fillburt	ABC University	Key Personnel	
Mary Smith	ABC University	Significant Contributor	50%
Doctoral Candidate 1	ABC University	Contributor	25%
Doctoral Candidate 2	ABC University	Contributor	40%
Graduate Assistant 1	ABC University	Contributor	50%



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Abigail Stone	XYZ Co.	Key Personnel	25%
Ronald Johnson	XYZ Co.	Significant Contributor	40%
Engineering	XYZ Co.	Contributor	25%

### 7.3.3.2 Part 2: Detailed Proposal Information

The Detailed Proposal Information portion of the proposal shall provide the detailed, in-depth discussion of the proposed research. Specific attention must be given to addressing both the risks and payoffs of the proposed research and why it is desirable to pursue. This part shall provide:

A. Innovative claims for the proposed research with a concise, demonstrated understanding of how this creatively advances the state of the art. This is the centerpiece of the proposal and should succinctly describe the unique proposed contribution.

B. Detailed technical rationale supporting the approach employed. The technical rationale should clearly show why the proposed technical approach is expected to achieve the stated purpose within the proposed cost and time schedule. It shall also describe the rationale for the claims and deliverable products outlined elsewhere in the proposal and show how past/current performance justifies an award in this technical area.

C. Statement of Work (SOW), describing the effort's scope, the specific tasks to be performed and their associated schedules. The SOW shall clearly differentiate the work and deliverables to be completed in the first year from the work and deliverables to be completed in the option years. At a minimum, the statement of work shall consist of the following sections:

**Scope:** A statement as to what the SOW covers: objectives, goals and major milestones for the effort. Key elements are task development and deliverables. [Note: The major milestone for the base period will be at the 12-month point, even though proposers are asked to consider the base year a 14-month effort. For Year 1, the deliverable must be, at a minimum, a proof-of-concept and operational demo.]



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**Task/technical requirements:** A description of tasks, representing the work to be performed, developed in an orderly progression and in enough detail to establish the feasibility of accomplishing the overall program goals. The overall effort should be grouped into major tasks and identified in a work breakdown structure (WBS)-like numbering system. Proposed costs shall have a one-to-one correlation to this reporting structure, which shall be depicted in the cost volume.

- D. A description of the results and products that are anticipated.
- E. Comparison with other on-going research, highlighting the uniqueness of the proposed effort/approach and differences between the proposed effort and the current state-of-the-art clearly stated. Identify the advantages and disadvantages of the proposed work with respect to potential alternative approaches.
- F. Discussion of offeror's previous accomplishments/work in this or closely related research areas and how these might influence the current work.
- G. Brief description of the facilities that would be used for the proposed effort.
- H. If any portion of the research is based on the use of Government-owned resources of any type, the offeror shall specifically identify the property or other resource required, the date the property or resource is required, the duration of the requirement, the source from which the resource will be obtained, if known, and the impact on the research if the resource cannot be provided. If no Government-furnished property is required for conduct of the proposed research, this section shall consist of a statement to that effect.
- I. Detailed description of the support, including formal teaming agreements, required to execute the offeror's proposal. Discussion of teaming relationships should include the programmatic relationship of team members; the unique capabilities and relevant accomplishments and concise summary of qualifications of all team members (key personnel and significant contributors), with information about their major sources of support and commitments of their time; the task responsibilities of team members; the teaming strategy among the team members; and the management approach for the team. Full resumes/curriculum vitae of key personnel and significant contributors should be included in Volume 2 (Additional Reference Information) of the proposal. These resumes are not included in the page limit on Volume 1.



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- J. A summary of any proprietary claims to results, prototypes, or systems The offeror shall submit a separate list of all technical data or computer software that will be furnished to the Government with other than unlimited rights in accordance with DFARS 252.227-7017, Identification and Assertion of Use, Release or Disclosure Restrictions. All SCIL contractors will be required to provide deliverables (software and documentation) for integration with other SCIL Program contractors' products for use in experimentation-environment evaluations and demonstrations in a simulated operational environment.
- K. Description of how progress toward completion of their research goals will be measured, including a description of the evaluations to be performed, a schedule of implementation and type of report to be prepared.
- L. Identification and description of anticipated data sources to be utilized in pursuit of the project research goals.
- M. Identification of the evaluation metrics anticipated in Year 1 (at the mid-year and 12-month points) and a summary of a plan, schedule and process for evaluation of the functions being developed for the option year(s).

## **7.4 Volume 2: Additional Reference Information**

### **7.4.1 Cover Sheet**

The Cover Sheet provided in Attachment 1 of this document shall be completed by the offeror and submitted with the proposal. Include the cover sheet at the beginning of the file containing Volume 2. All information requested must be provided. The CAGE, DUNS/CEC, and TIN codes provided shall be those of the offeror and not of the principal place of performance, if the two are different.

### **7.4.2 Length**

No absolute page limit is set for Volume 2. However, each individual resume/curriculum vitae provided in this Volume may not exceed 5 pages.



### **7.4.3 Content**

This volume shall include:

- A. A brief bibliography (annotated, if desired) of relevant technical papers and research notes (published and unpublished) which document the technical ideas on which the proposal is based. This material will be used at the discretion of evaluators, to enhance their understanding of relevant related work. (No page limit is set, although it is expected that the materials are targeted at the current problem.)
- B. Individual resumes/curriculum vitae of key personnel and significant contributors.

## **7.5 Volume 3: Cost Information**

### **7.5.1 Cover Sheet**

The Proposal Pricing Sheet in Appendix 3 shall be completed and submitted with each offer.

### **7.5.2 Length**

No page limit for Volume 3 has been established.

### **7.5.3 Content**

The content of Volume 3 shall consist of two parts:

- Part 1: Summary of Costs
- Part 2: Supporting Cost and Pricing Information.

Although there is no specific page-limit on this volume, it should only be long enough to justify the cost.



#### **7.5.3.1 Part 1: Summary of Costs**

This section shall include:

- A. A one-page cost and fee summary correlating with the milestones summary and schedule portion of the technical proposal.
- B. Detailed cost summary shall be provided for the entire program, supported by breakdowns, as follow:
  - By tasks/subtasks, correlated to Volume I, Statement of Work Task Technical Requirements.
  - Labor hours by labor category
  - Materials by vendor quotes and purchase history
  - Subcontractors and consultants
  - Travel
  - Other direct and indirect costs

#### **7.5.3.2 Part 2: Supporting Cost and Pricing Information**

This part shall include supporting cost and pricing information in sufficient detail to substantiate the summary cost estimates in Part 1 above. Costs for subcontracts having 20% or more of the total value of the work must be substantiated to the same level of detail as the costs of the offeror.

#### **7.5.3.3 Proposal Submission**

The initial set of proposals is due on March 22, 2008 NLT 3:00 p.m. (MST) to the Department of the Interior/National Business Center address. Proposals must be submitted in accordance with the requirements and procedures identified in the BAA and this PIP. To be considered, full, complete proposals (in original, one copy, and electronic media) must be received. For overnight package delivery, proposals should be addressed to the following address:

Dept of the Interior  
National Business Center, Acquisition Services Directorate  
Sierra Vista Branch  
Augur & Adair Streets (Bldg. 22208, 2nd Floor)  
Fort Huachuca, AZ 85613





Proposals or proposal modifications are NOT acceptable and will NOT be considered if

- they are submitted by fax or electronic mail
- they are received after the proposal submission initial closing date and time and will be handled IAW FAR 15.208
- they do not adhere to the form and format required by this BAA

Questions regarding this BAA may be submitted to Department of the Interior/National Business Center up to 15 calendar days after the release of this BAA and answers will be posted on the Department of the Interior/National Business Center website.

The Government anticipates completing the evaluation process within 90 days after the proposal due date.

## **8. Proposal Selection Criteria**

### **Handling of Proposals and Use of Consultants**

All proposals shall be handled as competitive information; contents will be disclosed only for the purposes of evaluation and only to members of the source selection panel.

The Government intends to use consultants and/or contractors to assist in evaluating the proposals. These personnel will have signed, and will be subject to, the terms and conditions of non-disclosure agreements. By submission of its proposal, an offeror agrees that its proposal information may be disclosed to the aforementioned personnel for the limited purposes stated above. However, only the Government will make final award determinations under this BAA.

Proposals will be selected through a technical/scientific/business decision process with technical and scientific considerations being most important. Proposals will not be evaluated against each other since they are not submitted in accordance with a common work statement. Evaluations will be performed using the following criteria listed in descending order of relative importance. Proposals unresponsive to the technical and research areas addressed in the BAA will not be fully evaluated and will not be considered for award.



1. Overall scientific and technical merit
2. Potential contribution and relevance to the SCIL Program and research goals
3. Past performance
4. Cost and schedule realism

### **Evaluation Guidance for SCIL Proposals**

This section contains a description of each of the factors to be evaluated from technical and cost perspectives and the associated adjectival ratings. Each proposal will be rated against each of the four standard proposal-evaluation criteria identified in Section 8.1 above as falling into one of four adjectival categories:

**Excellent:** The offeror presents a proposal that is clear and concise on all aspects covered by this solicitation and offers excellent approaches and methods which, when executed, will fully meet and very frequently exceed all elements contained in the solicitation.

**Good:** The offeror presents a proposal that is clear and concise on almost all aspects covered by this solicitation and offers very good approaches and methods which, when executed, will meet and may exceed some elements contained in the solicitation.

**Fair:** The offeror presents a proposal that is understandable on all aspects covered by this solicitation and offers satisfactory approaches and methods which, when executed, will minimally satisfy all elements and may occasionally exceed a few elements contained in the solicitation.

**Poor:** The offeror presents a proposal that is not completely understandable in every aspect covered by this solicitation and offers one or more unsatisfactory approaches and methods which, when executed, will not minimally satisfy one or more elements contained in the solicitation.

The SCIL Program Evaluation Panel will use these final review adjectival ratings in its award recommendations.

#### **8.2.1 Overall Scientific and Technical Merit**

This evaluation criterion covers two sub-factors that are listed in descending order of relative importance. The review will consider the assessment of each sub-factor individually and then jointly, when assigning one of the four adjectival ratings listed above to the criteria.



**Scientific Principles.** The assessment of this sub-factor will include the extent to which the offeror's proposal

- is based on sound scientific principles, building on the foundations of previous technical contributions or presenting a well-justified premise;
- presents a technical approach that addresses a clearly stated technical problem appropriate for advanced research and development with a clear path for proving or disproving a highly relevant premise; and
- represents an innovative, unique and creative approach to developing capabilities relevant to the SCIL Program goals.

**Approach.** The assessment of this sub-factor will include the extent to which the offeror's Statement of Work clearly describes and outlines a strategy, which if successfully implemented, will result in the offeror reaching the proposal's stated goals and objectives; clearly outlines task and technical work requirements in an orderly progression and in enough detail to establish the feasibility of accomplishing the overall program goals; and clearly identifies frequent, measurable milestones. This sub-factor also includes the extent and manner in which the offeror's proposal describes its strategy for participation in evaluation and experimentation-environment activities.

## **8.2.2 Potential Contribution and Relevance to the SCIL Program and Research Goals**

When assigning one of the four adjectival ratings listed above, each reviewer will assess the extent to which the offeror's proposal demonstrates current or recent knowledge of the goals, objectives and technical problems elaborated by the Government for the SCIL Program (Section 2). Of particular interest are the extent to which the offeror's proposal

- describes an approach that will have a clear, positive and significant impact on the SCIL Program, its goals and schedule; and
- technically justifies proposed research goals, objectives and directions with projected experimental results that promise to accelerate greatly the development of technical capabilities for the SCIL Program.



### **8.2.3 Past Performance**

When assigning one of the four adjectival ratings listed above, each reviewer will consider the extent to which the offeror's proposal describes the experience and capabilities of proposed research staff and the appropriateness of that staff given the proposed research approach. Also of importance is the past performance of the offeror and the team members. Of particular interest are the following:

- The extent to which the offeror presents a technical team with outstanding technical credentials, whose qualifications are clearly matched to the technical and programmatic approaches presented; and
- The extent to which the offeror identifies and describes multiple examples of substantial, successful prior work by the offeror, the offeror's organization and the team that is highly relevant to the Program description.

### **8.2.4 Cost and Schedule Realism**

When assigning one of the four adjectival ratings listed above, each reviewer will assess the extent to which the offeror's proposal balances the relationship of the proposed costs to the proposed technical and scientific approach, staffing and mode of operation plus the relationship of the proposed technical tasks, milestones and schedule to the anticipated/perceived difficulty and innovativeness of the proposed technical and scientific approach. Offerors are reminded to include details about how they plan to meet the evaluation and data requirements; failure to do so may result in a poor rating.

### **8.2.5 Award Selection and Notification**

As soon as the proposal evaluation is complete, the offeror will be notified if their proposal is

- selectable for award and funded
- selectable for award and not funded
- not selectable for award

Proposals which are not selectable for award will be destroyed in accordance with normal procedures.

Awards under this BAA will be made to responsible offerors on the basis of the evaluation criteria above and a best-value approach to the Government. Not all proposals deemed selectable will be funded. The Government reserves the right to select for award all, some or none of the proposals received. The Government also reserves the right to fund all or any part of a proposal evaluated as eligible for award.



Funding of selectable proposals may require the Government to request specific modifications to the technical proposal and to enter into negotiations to resolve any issues and related adjustments to the cost proposals.

Awards are subject to the availability of Government funds and will be made in the form of a contract.



## APPENDIX 1

### Examples of Social Interactions and Linguistic Markers

#### 1) Status

##### Example 1

Status can be signaled by various linguistic means. Note, in the following actual email exchange [with specific names changed], Mark's use of full surnames, standard syntax, and the formal closing in response to a short, informal email. The deference in the response is probably intended to indicate recognition of higher status (although given the strangeness of the full-surname mentions, Gricean maxims may lead one to make alternative inferences).

Jane is a senior manager who has missed the deadline for an information request. Mark is the requestor of the information.

*From: Jane Full-Surname*

*Subject: Input on Y*

*Maybe this is too late but here it is anyway. Jane.*

\*\*\*\*

*From: Mark Full-Surname*

*Subject: Re: Input on Y*

*Thanks, Dr. Jane Full-Surname. The material you submitted regarding Y's performance was incorporated in the final evaluation. The results are with Don Full-Surname for review and should be sent out next week. Very respectfully, Mark Full-Surname*



## Example 2

In Spanish, *Usted* is the formal form of the singular *you* pronoun. Generally, *tu*, the informal singular *you* pronoun, is used between husbands and wives as a marker of intimacy; it is used with children as well. In Colombia, however, the formal *Usted* is standardly used between husbands and wives and, as a consequence, has become an intimacy marker.

*A: Hola, amor. ¿Cómo está [Usted]? ¿Cuándo regresa [Usted] a casa?*

*B: Bien, amor. A las cinco, más o menos. ¿Usted va a estar?*

## 2) Stylistics

### Example 3

The following are excerpts from Usama bin Laden's September 2007 video speech. The use of exhortations indicates a desire to influence the behaviors and beliefs of others. His use of sacred language (i.e., quotations from the Quran) is intended to validate his claims.

*Osama Bin Laden, September 2007*

*"All praise is due to Allah, who built the heavens and earth in justice, and created man as a favor and grace from Him. And from His ways is that the days rotate between the people, and from His Law is retaliation in kind: an eye for an eye, a tooth for a tooth and the killer is killed. And all praise is due to Allah, who awakened His slaves' desire for the Garden, and all of them will enter it except those who refuse. And whoever obeys Him alone in all of his affairs will enter the Garden, and whoever disobeys Him will have refused."*

*"As for what comes after: Peace be upon he who follows the Guidance. People of America: I shall be speaking to you on important topics which concern you, so lend me your ears. I begin by discussing the war which is between us and some of its repercussions for us and you."*

.....



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*“To conclude, I invite you to embrace Islam, for the greatest mistake one can make in this world and one which is uncorrectable is to die while not surrendering to Allah, the Most High, in all aspects of one’s life – ie., to die outside of Islam. And Islam means gain for you in this first life and the next, final life. The true religion is a mercy for people in their lives, filling their hearts with serenity and calm.”*

....

*“And did you know that the name of the Prophet of Allah Jesus and his mother (peace and blessings of Allah be on them both) are mentioned in the Noble Quran dozens of times, and that in the Quran there is a chapter whose name is “Maryam,” i.e. Mary, daughter of ‘Imran and mother of Jesus (peace and blessings of Allah be upon them both)? It tells the story of her becoming pregnant with the Prophet of Allah Jesus (peace and blessings of Allah be upon them both), and in its confirmation of her chastity and purity, in contrast to the fabrications of the Jews against her. Whoever wishes to find that out for himself must listen to the verse of this magnificent chapter: one of the just kings of the Christians – the Negus – listened to some of its verses and his eyes welled up with tears and he said something which should be reflected on for a long time by those sincere in their search for the truth.”*

*“He said, “verily, this and what Jesus brought come from one lantern”: i.e., that the magnificent Quran and the Evangel are both from Allah, the Most High; and every just and intelligent one of you who reflects on the Quran will definitely arrive at this truth. It also must be noted that Allah has preserved the Quran from the alterations of men. And reading in order to become acquainted with Islam only requires a little effort, and those of you who are guided will profit greatly. And peace be upon he who follows the Guidance.”*

September 7, 2007 06:30 PM

[http://counterterrorismblog.org/2007/09/obl\\_transcript.php](http://counterterrorismblog.org/2007/09/obl_transcript.php)





### Example 4

When stylistic norms are in conflict, additional meaning can be conveyed. The following blog entry contrasts the formal language associated with the installation of an ambassador with a sports metaphor, score a hat trick (i.e., three goals by one player in an ice hockey game), leading to the possible inference that the activities discussed are game-like.

*“New Peruvian Ambassador... SPA Presidium President [North Korea] Kim Yong Nam received the credentials of Peruvian Ambassador Jesus Jay Wu Luy yesterday at Mansudae Assembly Hall .... Ambassador Wu has been in the neighborhood since March, when he took up residence in Beijing as Peru’s ambassador to China. Lima that month had named him ambassador to both China and Pakistan....He must have impressed the Foreign Ministry, for now he has scored a hat trick—his third concurrent Asian capital!”*

### 3) Taboo Topics

#### Example 5

Situations often dictate what language is appropriate or inappropriate. The following is an exchange between two people who were just introduced by a mutual acquaintance in *B*’s new home. Given the nature of the relationship, *A*’s final question is probably not appropriate, reflected in *B*’s evasive response. If it were an exchange between a homeowner and a mortgage banker, on the other hand, it may be.

*A: Oh, this is great. I love the moldings.*

*B: Well, we added moldings in here and knocked this wall down to make a more open space.*

*A: Great ideas. Makes it much more spacious feeling...and elegant.*

*B: Yes, it also makes it much lighter. This room was really dark before.*



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*A: So how much did you pay for the house?*

*B: [pause] Well, [pause] ...more than we wanted to..*



## **APPENDIX 2**

### **PROPOSAL COVER SHEET**

to be used for

**VOLUME 1: Technical/Management Details**

and separately for

**VOLUME 2: Additional Reference Information**

### **BROAD AGENCY ANNOUNCEMENT (BAA)**

#### **SCIL**

**(Socio-Cultural Content in Language) Program**

**BAA 08-SCIL**



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<b>BAA 08-SCIL</b>	
(PI) Organization/Company Name	
CAGE Code	
DUNS/CEC Number	
TIN Number	
Type of Business	
Proposal Title	
Name(s) of Principal Investigator(s)	
Team Member(s)/Organization Name(s)	
(PI) Mailing Address	
Phone Number	
Fax Number	
E-mail Address	
Administrative Contact Name	
(Admin Contact) Mailing Address	
Phone Number	
Fax Number	
E-mail Address	
Proposed Cost (Base Period of 14 months)	\$
Proposed Cost (Option Year 1)	\$
Proposed Cost (Option Year 2)	\$
Total Proposed Cost	\$



## **APPENDIX 3**

### **PROPOSAL PRICING SHEET**

to be used for

**VOLUME 3: Cost Information**

**BROAD AGENCY ANNOUNCEMENT (BAA)**

**SCIL  
(Socio-Cultural Content in Language) Program**

**BAA 08-SCIL**



FOR Govt Use Only  
[Proposal Number]

**Broad Agency Announcement for the  
SCIL (Socio-Cultural Content in Language) Program  
BAA 08-SCIL**

**Cover Sheet**

**for**

**VOLUME 3: Cost Information**

**1. Company/Agency Information:**

\_\_\_\_\_  
(Company/Agency Name)

\_\_\_\_\_  
(First Line of Address)

\_\_\_\_\_  
(Street Address)

\_\_\_\_\_  
(City)

\_\_\_\_\_  
(State)

\_\_\_\_\_  
(Zip Code)

**2. Company/Agency Point of Contact Information:**

\_\_\_\_\_  
(POC Name)

\_\_\_\_\_  
(POC Title)

\_\_\_\_\_  
(POC Telephone and FAX Nos. (Include Area Code))

\_\_\_\_\_  
(POC E-mail)

**3. Type of Contract (Check One):**

\_\_\_ FFP

\_\_\_ CPFF

\_\_\_ CPAF

\_\_\_ FPI

\_\_\_ CPIF

\_\_\_ Other (Specify)

**4. Proposed Cost:**

4a. Cost Year 1

\_\_\_\_\_

4b. Profit/Fee

\_\_\_\_\_

4c. Total

\_\_\_\_\_



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**BAA 08-SCIL**  
**Cover Sheet for VOLUME 3: Cost Information (continued)**

**5. Performance:**

5.a. Place (1) \_\_\_\_\_ 5.b. Period (1) \_\_\_\_\_  
\_\_\_\_\_ (2) \_\_\_\_\_ (2) \_\_\_\_\_

**6. Line Item Costs:** (List and reference the identification, quantity and total price proposed for each contract line item. A line item cost breakdown supporting this recap is required unless otherwise specified by the Contracting Officer. Continue on reverse, and then on plain paper, if necessary. Use same headings.)

6.a. Line No. Pg. No.	6.b. Identification	6.c. Quantity	6.d. Price	6.e. Prop.
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**7. Provide the following (if available):**

_____ (Name of Contract Administration Office)	_____ (Name of Audit Office)
_____ (City) (State) (Zip Code)	_____ (City) (State) (Zip Code)
_____ (Telephone (Include Area Code))	_____ (Telephone (Include Area Code))

**8. Will you require the use of any Government property in the performance of this work?**  
\_\_\_Yes \_\_\_No

**9. Have you been awarded any contracts or subcontracts for the same or similar items within the past 3 years?**  
\_\_\_Yes \_\_\_No (If "Yes," identify items(s), customer(s) and contract number(s) on reverse of form.)



**BAA 08-SCIL**  
**Cover Sheet for VOLUME 3: Cost Information (continued)**

**10.** Is this proposal consistent with your established estimating and accounting practices and procedures and FAR Part 31, Cost Principles? ☐ Yes ☐ No (If "No," explain on reverse of form.)

**11. Cost Accounting Standards Board (CASB) Data:** (Public Law 91-379 as amended and FAR Part 30)

11.a. Will this contract action be subject to CASB regulations? ☐ Yes ☐ No  
(If "No," explain on reverse of form.)

11.b. Have you submitted a CASB disclosure statement (CASB DS-1 or 2)? ☐ Yes ☐ No  
(If "yes," specify in proposal the office to which submitted and if determined to be accurate.)

11.c. Have you been notified that you are or may be in compliance with your disclosure statement or cost accounting standards? ☐ Yes ☐ No (If "Yes," explain in proposal.)

11.d. Is any aspect of this proposal inconsistent with your disclosed practices or applicable cost accounting standards? ☐ Yes ☐ No (If "Yes," explain in proposal.)

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**BAA 08-SCIL**

**Cover Sheet for VOLUME 3: Cost Information (continued)**

This proposal is submitted in response to BAA 08-SCIL and reflects our estimates as of this date and conforms to the instructions in FAR15.804-6(b)(1) and Table 15-2. By submitting this proposal, the Offeror, if selected for negotiation, grants the contracting officer and authorized representatives(s) the right to examine, at any time before award, those records which include books, documents, accounting procedures and practices, and other data regardless of type and regardless of whether such items are in written form, in the form of computer data, or whether such supporting information is specifically referenced or included in the proposal as the basis for pricing, that will permit an adequate evaluation of the proposed price.

\_\_\_\_\_  
12. Name (Typed)

\_\_\_\_\_  
13. Title

\_\_\_\_\_  
14. Company/Agency Name

\_\_\_\_\_  
15. Signature

\_\_\_\_\_  
Date